

FEBRUARY, 1908

# SELLING ELECTRICITY

Edited by FRANK B. RAE, Jr.

THE electric heating appliance season is here. If you desire or expect to make your heating campaign the success it should be, begin now the active work of your campaign.

Almost every issue of

## *Selling Electricity*

so far published has contained stories of successful heating campaigns.

In this, the most favorable month in the year for launching such a campaign, we publish the best thoughts brought out in the discussions of this important subject at the various Electric Light Associations.

TK1  
E363

Do you want to get hold of a line of portable lamps that will really sell? That will be within the reach of your customers?

We call your attention to the lamp illustrated above. A number of Central Stations are selling this portable for \$10. There's a small profit for you even at that price. The lamp, however, will sell readily for \$12 or \$14.

You want our catalogue. It will show you a wide assortment of handsome art portables that your customers can afford to buy. Our lamps and our prices will interest you. :: ::

**The  
Goodwin & Kintz  
Company**  
WINSTED, CONN. Station 1

## START NOW

Begin to-day to plan your Electric Flat-Iron Campaign for 1908. An early start insures a successful season.



## LET US HELP

It is only natural that we, as the oldest exclusive manufacturers of Electric Heating Appliances should have large and successful experience in Flat-Iron Campaigns. Let us insure the success of your Flat-Iron Campaign.

## THE RIGHT IRON

It is necessary to have an Iron that will satisfy your customers—an Iron that is built right, that is priced right. You want an Iron that sells on sight and that stays sold. There is only one—the

### *American Steel Clad Iron*



Bulletin "S" Contains PROOF

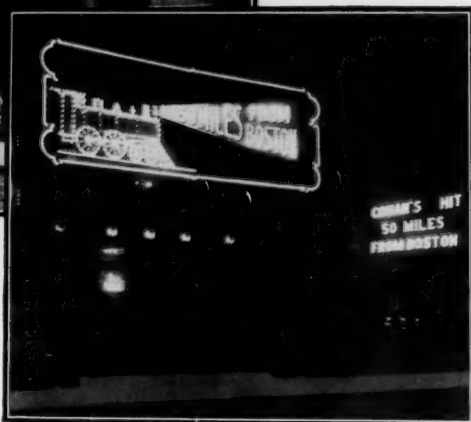
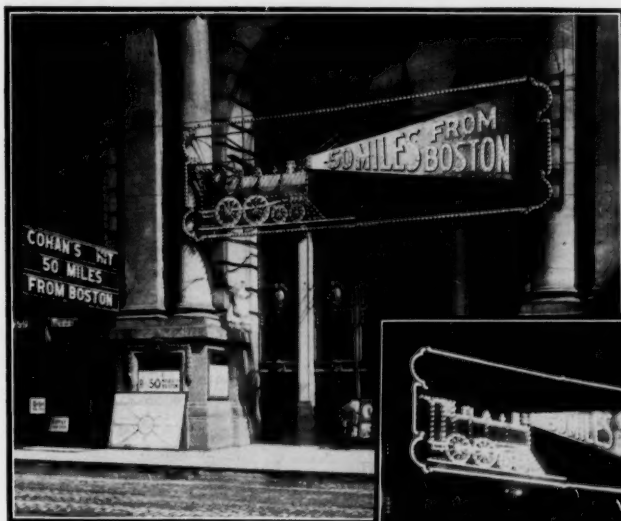
**American Electrical  
Heater Company**  
Detroit, Michigan

N. S. 23 / 15 / 108 S. L.

N. N. 23/5/10882

N. N. 23 / 108 82





***This  
Electric  
Sign was  
Made in  
3 Days***

**By the  
FEDERAL  
ELECTRIC  
COMPANY  
of CHICAGO**

The largest manufacturer of Electric Signs in the world. Facilities are unlimited for turning out large jobs and special designs--in addition to regular output of sectional type on central station free sign proposition. Write for particulars : : :

**FEDERAL  
ELECTRIC CO.**

**52 N. Desplaines St., Chicago**

Eastern Agents:

**FEDERAL SIGN SYSTEM (Electric)**  
317 W. 42nd St., New York      129 S. 10th Street, Philadelphia

In writing to advertisers, mention "Selling Electricity."

N. N. 23 / 108 LL

# ARE YOU LOOKING OUT FOR THE MAIN CHANCE?



WHAT kind of a success would electricity be, anyway, if it didn't sell—if it didn't have the men in the Central Station field to push it? ¶ What kind of a success will you rate yourself if you don't get more customers for your company this year than you did last? ¶ Take yourself and your profession more seriously. There's a big future for any man with brains and pluck in the electrical field who will study how to sell current. ¶ Your main chance is to become a better business-getter. Let ***Selling Electricity*** help you get on in life. This magazine is the only central station publication devoted to the main chance—to the selling of more electricity. It is the only magazine where the best and most successful ideas for selling electric light, heat and power are printed every month from all over America. Every issue contains hundreds of ideas that will help you succeed in your field, in any field—help you earn more salary. ¶ Send in your dollar to-day and take no more chances about letting any good ideas get by you. :: :: :: :: :: ::

TEAR OFF ON THIS LINE.

**FRANK B. RAE, Jr.**

***Publisher***

**74 CORTLANDT ST., NEW YORK**

Date.....

Gentlemen:—

Find pinned to this coupon one-dollar bill for which send me "Selling Electricity" for one year from date.

Signature .....

Address .....

City or Town .....

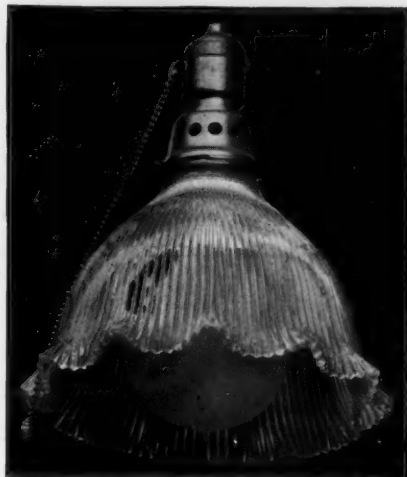
State .....

Company .....

In writing to advertisers, mention "Selling Electricity."

# Holophane Enamelled Reflectors

(Manufactured under the Zaluski patents)



Crimped Bowl Enamelled Reflector with Tungsten Lamp.

Any Holophane Reflector can now be supplied with enamel finish, either inside or outside. In the Holophane line, the enamel is applied in a very thin coating, thus conserving to the greatest possible extent the value of the prismatic system of reflection, while giving the soft, mellow diffusion inherent to enamelled glassware.

*The Crimped Bowl Type Reflector, shown above, is particularly recommended for high candle-power Tantalum and Tungsten lamps.*

Prices on application.

## HOLOPHANE COMPANY

(Sales Dept.)

227-229 Fulton St., New York City

Boston

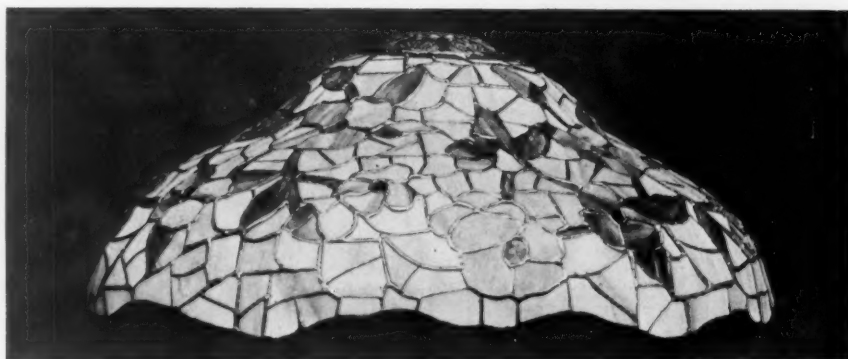
Philadelphia

Chicago

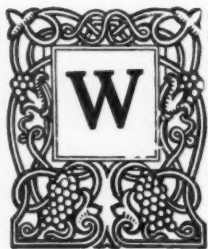
San Francisco

In writing to advertisers, mention "Selling Electricity."

35  
16  
shunt



## ANNOUNCEMENT



WE have pleasure in announcing to our many friends and the trade in general, we have moved our Art Glass shade samples to our new store at

**No. 46 Park Place, New York**

where our Geo. W. Bayley, President of the Company, will be happy to meet and personally look after the interests of our esteemed patrons and welcome them to inspect our many new designs and Art Glass lighting effects for the season 1908.

**Largest line in City at 46 Park Place**

**Unique Art Glass and Metal Co.**

# SELLING ELECTRICITY

A Magazine of Business for Central  
Stations and Electrical Men Generally

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C. W. LEE, Chairman



GEORGE WILLIAMS

Commercial  
Program  
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J. ROBERT CROUSE

National  
Electric  
Light  
Association

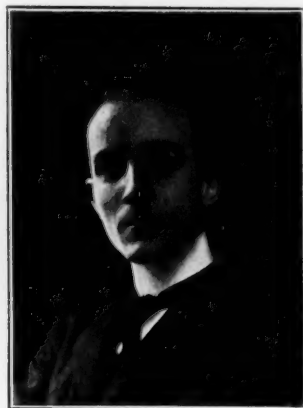


FRANK B. RAE, Jr.

Convention  
at Chicago  
May 19, 20  
21 and 22

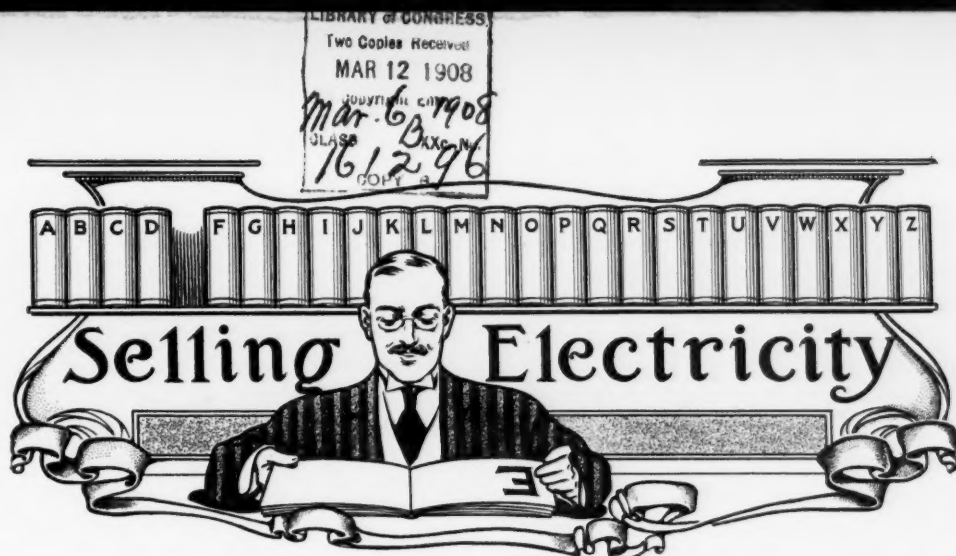


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HOWARD K. MOHR





Volume 3

FEBRUARY, 1908

No. 1

## NEXT YEAR'S HEATING CAMPAIGN

A Review of the Electric Heating Appliance Situation in 1907 and the Outlook for 1908

THAT central station which has not, except for very good cause, already embarked upon a campaign for the introduction of electric heating appliances among its customers, must admit itself sadly behind the times. In all classes of territory, under all sorts of adverse conditions, electric heating has proven its value as a revenue-producer and as a foundation-stone for the establishment of the commercial department on a merchandising basis.

The best evidence in support of this statement does not come from the manufacturer of the appliances, not from the trade press writer whose arguments are bound to be theoretical; they come directly from central station managers themselves, from the men whose money is invested and to whom the profits accrue. This evidence—or experience—we reproduce below. Much of it is taken from discussions before the various Electric Light Associations; some from contributions of successful managers to the trade press.

But before we examine this it were well to consider a question raised by the recent panic:

"CAN FLAT-IRONS BE SOLD THIS YEAR?"

The past depression has left a deep dent in all public utilities: that fact may as well be acknowledged. How to recover, how to assist the country at large to recover, is a question too deep for any one man. But that this depression is general, that it affects the rank and file of the public to an extent which precludes the sale of electric heating appliances, is a fallacy.

For example, in the height of the flurry, when banks were suspending and money was nowhere, the manager of the heating appliance department of a large company was to be discharged. When the announcement came, he pointed out that a large number of electric flat-irons were then out on trial and suggested that he and an assistant be retained to clean up this and other loose ends. This permission was given.

The young fellow realized that he was, in the vernacular, "up against it," and went to work. He and his one assistant sold 65 flat-irons and collected the money for them during the month of December. Needless to say, his department is still running.

This is an unusual case, but less so than many suppose. When hard times came, heating appliance departments were cut off regardless of their worth—often without a trial. But with the return to normal, there is no reason why these appliances should not be sold and sold in larger quantity than before. The bond market does not affect the prospective purchaser of an electric flat-iron to any great degree, while the income from a few hundred thousand flat-irons all over the country is pretty sure to affect the central station bond market. Such bonds rise when their interest is assured. Heating appliances have a happy knack of increasing earnings.

#### EXPERIENCE OF 1907

There is hardly a case noted where an electric heating campaign failed of profitable results in 1907. What few disappointments one hears of were occasioned by too ambitious a start, by an endeavor to introduce complete kitchen equipments among people uneducated to the advantages of electric cooking, or in localities where gas competition foredoomed the experiment to failure.

On the other hand, proof is piled upon proof to show that well-considered campaigns devoted to the flat-iron, with, perhaps a side line of chafing-dishes, curling iron heaters and warming pads, invariably succeeded in excess of the best hopes of the companies undertaking them.

Such sales as 24 irons a day at Butte, Mon., 300 irons in a territory of only 1200 customers at Rockland, N. Y., 250 flat-irons and 65 miscellaneous devices (including two complete kitchen outfits) in two weeks at Roanoke, Va., 1500 irons in a single season at Salt Lake City—these are records to prove the inherent success of the heating proposition in any locality, in any kind of territory, under any reasonable conditions.

#### EXPERIENCE OF THE N. E. L. A.

The most vital point brought out in the very able paper presented before the National Electric Light Association by Mr. C. D. Wood, Jr., of New York, was in his closing remark:—

"I have endeavored, however, to put this proposition into such shape that your agent may go out tomorrow and sell electricity for heating purposes without arming himself with that "Pooh Bah" of the manufacturer—"a special rate."



Mr. Theo. K. Jackson of the Mobile (Ala.) Electric Company:—

"In August, 1906, a campaign was started looking to the introduction of electric irons. This campaign was started by extensive newspaper advertising for the first 30 days, making a 30-day free trial offer. This was followed up by canvassers being sent from house to house. Since August and up to April 30th, 640 electric irons have been accepted and paid for by the consumers of this company.

"The class of solicitors employed in this work has not been of the highest. At no time was there more than one man engaged in this work, and only for a period of about 30 days was his time exclusively devoted to canvassing for electric irons. The man—or boy, rather—received \$45 per month as salary. During the time that he was putting out irons he placed on an average 20 irons per day. Of these irons, 805 were accepted; the rest were returned, burnished up and redelivered. While the number of irons accepted originally by the consumers at whose premises the irons were left averaged about 80 per cent, the real average of the ultimate users of these irons was higher, as in many instances irons were returned and subsequently the same people called at our office and purchased new irons.

"We have not, up to the present time, succeeded very well in our efforts to introduce electric-cooking devices. We have introduced about six dozen cooking devices of all kinds, the greater part of which were milk-warmers. We have introduced a number of waffle and gridirons and chafing dishes. One set of waffleirons in a hotel is working with entire satisfaction to the proprietors."



An Itinerant Cooking Demonstration at Webster Grove, Mo.

Discussion of the heating situation at this convention was unfortunately very short and consisted only in the suggestion, by several members, of new uses for electric heating appliances.

#### THE OHIO ELECTRIC LIGHT ASSOCIATION

The paper on electric heating devices was in the nature of a report by Mr. M. E. Turner, who stated in part:—

"To illustrate how popular electrical current consuming devices are becoming in the home, there were sold in Cleveland by the Illuminating Company during the twelve months preceding last June, over 1,100 electrical heating devices. This was done through the effort of one salesman and newspaper advertising. There are now being sold over 100 such devices a month without the aid of any direct solicitation. In addition to this, supply dealers have been selling their quota in the city."

In the discussion which followed various gentlemen spoke. Said one:

"We have a little plant down in southern Ohio of about 700 customers, including our power customers. We have about 600 residence customers, and among these we have out something over 100 irons. We put out 25 or 30 irons a year ago, which proved quite satisfactory to us. The last year we put out 75 or 80 more, and out of the lot we only had 8 or 10 returned to us for repairs. Part of these were returned on account of the bad usage they had. We have noticed very carefully the rate of current consumed or taken by these irons; and basing our experience on a family of five or six we figure that an iron is worth one dollar a month to us. We consider it one of the best current consumers that we have."

"The gas iron is a failure, and the heating of irons by natural gas costs nearly as much as it does to heat the electric iron. I think that the electric iron is one of the best inventions that the electric light people have ever had to meet competition with."

"We have had a little experience with electric flat-irons in our town. We put out twelve when we started in 1905, on a flat rate charge of 75 cents for a family of five, and five cents for each additional member. The first year we lost ten irons out of the twelve. We concluded that was bad business. The second year we placed everything on meter and put out something like 50 irons. Of these we lost three. This year we have out very nearly 80 and so far have only lost one."

#### THE KANSAS GAS, WATER, ELECTRIC LIGHT AND STREET RAILWAY ASSOCIATION

Some of the most valuable and suggestive discussion occurred before this Association at its meeting in Topeka. The paper on electric heating was presented by Mr. E. L. Callahan of the General Electric Co., who said:

"One Chicago supply salesman in Iowa alone has induced nine small towns without day circuits to operate this summer on Tuesdays only (which is ironing day), with the result that they find it a paying proposition which will soon make it lucrative to operate every day in the week.

Each of these towns has now from 50 to 150 flat-irons in use, having been placed since July 1st.

"At Washington, Ia., 50 irons were put out in one day on approval, 41 of them stayed in service and several of the customers who returned the irons came for them later. The Superintendent of this plant says that he cannot see that this flat-iron business has affected their gas business in the least.

"His customers and those in the other towns have increased their bills for current from 40 cents to \$1.00 but seem to be perfectly willing to do this without complaint.

"In the small town of Marshalltown, Iowa, the gas and electric company would not handle the irons; a local plumber then bought 50 irons and sold them at \$5.00 each; we hope that the central station manager will not be outdone by the plumber, but that next summer he will help him place more current consuming devices on the lines. The rate charged is 15 cents per kwh. and the lighting company realizes that the revenue derived from the use of flat-irons is nearly all clear profit.

"I have lately received from a central station in Indiana load curves for February, 1907, and August of the same year, the one for August after they had installed 125 irons and 100 hp. in motors.

"This is in a city of about 19,000 inhabitants. The increased load was very desirable but it was very noticeable that the company needed a substantial cooking load for there was a very considerable drop in the August curve in the morning, between the hours of eleven and two, five and seven."

The discussion before this Association brought out the following very interesting facts:

"We have two laundries in our town (Junction City) equipped with electric flat-irons; one of them has twelve irons and the other eight. They claim they get twenty-five per cent more work done with the girls using the electric irons than they did from the stove heated irons. I know that the room is at least twenty-five degrees cooler in the summer, and there is no reason why they cannot do more and better work."

"One laundryman says that he can get along with five girls now where previously he had to use six. He has the wages of that one girl to apply to the increased cost, whatever it may be, of operating the electric iron over the gas or coal-heated iron."

"We are competing with the twenty-five cent natural gas, and the flat-iron is helping us fully as much as any one thing. We will go to almost any place in town for a flat iron, and will get lights afterwards."

"We have sold about one hundred and fifty irons this summer. We have a cheap current rate, but do not experience any difficulty at all in placing irons against natural gas."

"If the iron is put on in the fall, the bill is naturally larger anyway for

lighting, but they blame the iron; whereas, if the iron is put on in the spring, when the lighting bill is decreasing, and the bill is kept up to the usual amount, they do not blame the iron at all for anything."

#### CANADIAN ELECTRICAL ASSOCIATION

Mr. A. B. Lambe delivered a very complete paper before the Canadian Electrical Association, in which he referred to the following examples of central station success:

"At Rochester, N. Y., they put out a demonstrator temporarily and his results were so gratifying, viz., sales of approximately \$1,000 for the first month, that he is now with them permanently.

"In Schenectady, N. Y., a city of some 40,000 population, they have about 1,500 irons in operation, besides 30 complete cooking outfits, all as the results of samples left for trial after a visit by the demonstrator.

"Spokane, Washington Territory, has several thousand irons in use.

"Los Angeles, California, a city with a population of 100,000 people, has 10,000 irons in use, or one for every ten people, which you must admit is an extraordinary record. It is the result of persistent demonstrating, some 7,000 irons having been put out on trial."

#### IOWA ELECTRICAL ASSOCIATION

Mr. E. L. Callahan also delivered the paper on electric heating before the Iowa Electrical Association. The discussion developed the following experience:

"I think it would be a mistake to try to place a complete cooking outfit in a town where they haven't used any of the smaller units. The smaller devices I consider to be intensely practical and within the means of any individual who can afford the cost of illumination by gas or electricity."



Popular Heating Appliance Display at Roanoke, Va.



# WORKING WITH HEART AS WELL AS HEAD

Abstract of a Paper Read Before the Brooklyn Edison Company

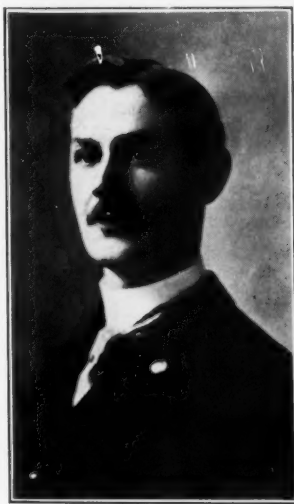
BY C. H. THURLING, CHIEF SOLICITOR.

**T**HERE is hardly a field of work today more attractive and requiring more energy and working knowledge than selling electricity.

The electric light solicitor of today is more than an order-taker and more than a salesman, in the usual acceptance of that term. He is, or should be, a Commercial Engineer, and as such is a business builder.

The first step in business building is to get in touch with your prospect. Personally, I have never experienced any great difficulty in obtaining an interview with a prospect, just using common sense as to when to approach him and when not.

Electricity is such an interesting subject that if one has a thorough knowledge of the different types of lamps and of illumination and can state that knowledge in an interesting way, the prospect will listen. (And, by the way, I might here remark that knowledge means "mind illumination"; how fitting for sell-



C. H. Thurling

ing electricity.) But the prospect wants to know why he should use electric light and where he is going to benefit by spending, in some cases, a very substantial sum of money to wire up his premises to use a more expensive illuminant, and right here is where the solicitor must "show him." Guessing will not do. The prospect must be shown and in a way that will leave no room for doubt. He must be convinced. The electric light solicitor is on the right side of the question morally and every other way. He is selling the best possible illuminant. The law of mutual benefit applies here if it ever did anywhere, so, at your man then, hammer and tongs!

Show the merchant all the advantages of attractive show windows, source of light concealed but goods standing out, so the passer-by cannot help but be attracted. Show him his inside lighting can be arranged to give the best illumina-

tion. Show him the advantages of burning his name into the public mind with an electric sign. Show him where his store, now dull and inconspicuous, can with electric light, be made the most attractive on the block. Show him where he will, with electric light, make money and with proper illumination save money. In every way convince him. It takes knowledge and persistent effort to do this, so be fully equipped and hang on. A persistent purpose is a mighty important element in your work. It has won many a contract.

Determination to make each and every day better than the last, should be your continual idea and purpose. This is not a theory with me. At the expense of being personal I will say it has helped me to win four prizes out of five offered by this company and the one I lost was by a close margin. I tried to make everything I did work toward the purpose of selling electricity. My last thought at night and the first in the morning, was for the furthering of that purpose. Results followed—they had to.

I consider the greatest secret of success in selling electricity is this: Build your business as you go along. Consider each prospect, not only as immediate customer, but as one on whom you expect to build more business. To do this you must take the time and the interest to plan his illumination. You might have to take a whole evening in some cases, but the time is well spent and is repaid. Figure with him where he can save money with up-to-date

lighting, such as high efficiency, gem or tantalum lamps.

Follow up, as closely as possible, his service connection and if there be any real delay, report it to the company. See that he gets renewals of lamps and follow up any complaint he may make as if your life depended on it.

Many of my customers have brought me several others, just because of this personal attention. In one case, where I had planned the window-lighting, the customer never neglected an opportunity to say a word for me and his good words are bringing results, too. In another case, where an outside arc had been removed, the ugly out-rigger remaining, I borrowed a screw-driver and took the offending out-rigger down. Time wasted?—well, I guess not. That little attention to the appearance of the customer's store netted me at least a half dozen contracts; and so with each customer, make him your best helper and the results will soon become startling.

I firmly believe that we will become better business-builders, just in proportion as our heart interest and enthusiasm is aroused to the work. We are all ambitious men in this department, and as such, why not quickly and heartily grasp the opportunities for self-advancement? Don't work with your head entirely; work with your heart, too—by that I mean do your work not merely in the letter of the law, but rather in the spirit of it.

If you are truly ambitious for advancement, apply this thought to all the details of your work. If the company requires you to be in your

territory 9 a. m., see to it that for yourself, you will be there 8.30 a. m. If the company requires you to work till 5 p. m., see to it that for your part you will work till at least 5.30 p. m. If the company requires you to turn in the names of three prospects a day, to whom advertis-

ing matter is to be mailed, see to it that for yourself you are sending in at least five a day.

This company is expecting and demanding great things through our department and it is but our plain duty to give full measure, heaped up and running over.

---

### GOOD SENSE FOR ADVERTISERS

From "Presbrey's Little Book"

**T**HE world loves a laugh. A smile lights up the dark spots. Where there are smiles all is likely to be well. It's just as easy to laugh as it is to scowl—and it makes the other fellow feel much better, and from a business point of view nine times out of ten it is more effective. "You can catch more flies with molasses than you can with vinegar."

A smile is catching. It goes from one to the other and makes for itself an atmosphere of quiet confident optimism. Where there is quiet confident optimism there is someone who is playing the game for the fun that is in it—as well as for the profit.

---

### PREPARE FOR PROSPERITY

This is a great time, a time of opportunity for the business man who wants to be ready to reap his full harvest of prosperity with the next swing of the pendulum from present depression to the high-water mark of the future. Nobody need imagine for one moment that this country will not soon right itself. Nobody need imagine that public opinion will not be on the side of property rights and the upbuilding forces of the country, compelling legislators to join in constructive rather than destructive work.—Manufacturer's Record.

---

It is a resourceful man who, when he is handed a lemon, can make the lemon aid.—Southern Lumberman.

# A NEW SIGN EVERY THIRD DAY

How the Beaumont Ice, Light and Refrigerating Company Conducted a Successful Sign Campaign in a City of 25,000

By J. C. Mow, Jr., CONTRACT AGENT.

**A**SIDE from the revenue which accrues, there is a very great advantage to an electric light company in pushing sign and window-lighting business. To paraphrase a rusty old saw,

## ***Electric Signs***

*We will furnish you any kind of an Electric Sign you may desire without any investment whatever. Will put the sign up, take care of it for you, and furnish the current to run it, for a small monthly charge. Get our special sign proposition which we are making now.*

PHONE 99 FOR OUR SIGN MAN

**Beaumont Ice, Light  
and Refrigerating Co.**

"Light begets Light," or, as David Harum said, "Them as has, gits." The town that is bright with plenty of signs is pretty sure to be bright with residence and store lights and its wheels to whirr to the soft hum of the motor instead of the spasmodic gasps of the gas engine. In well lighted, sign-illuminated cities the people are abroad later and the rivalry among merchants for the after-dark "window shopper" develops an amount of long-hour business that is undreamed of by the early-to-bed manager.

It was a realization of these truths that led to the inauguration of a

sign campaign last summer by the Beaumont Ice, Light and Refrigerating Company. While our methods were not revolutionary in any respect, I am convinced that they were founded upon sane principles. Roughly our plan was this:

We began by compiling a carefully selected list of 100 representative merchants. We did not care to undertake a wholesale canvass until we had a few leaders connected up to whom we could "point with pride." The 100 selected were the best in town, though the list included many not of the first in rank.

With this list in hand, we com-

## ***Look at the Sign Proposition Fairly***

*The man who spends the most in Electric Advertising with an Electric Sign, says there is no means so effective. We can supply you an Electric Sign that will just meet your requirements; small signs for small stores and big ones for big stores.*

*Which ever you use, you get the best value for your money out of Electric Advertising.*

INVESTIGATE

**Beaumont Ice, Light  
and Refrigerating Co.**

menced a regular campaign of direct advertising, mailing to each of these parties a postal or letter once a week for six weeks, and then twice a week for two weeks, after which our representative, armed to the



teeth with sign arguments, made personal follow-up of each prospect.

During all this time we ran a series of advertisements in both the morning and evening papers. These ads. measured five inches, double-column, and were changed daily. They were not, in all cases, original with us, but in every case they were

fore presenting his proposition somewhat like this: "We, the lighting company, will agree to buy, install, and maintain a sign for you, renewing the lamps free of charge and turning the sign on and off, for a small monthly charge. We will buy any kind of a sign you want, made any way you want it."



Some of the New Signs at Beaumont

terse, straight - from - the - shoulder and full of sensible sales-talk. They pointed out that we were offering a special sign proposition and called attention to the many advantages offered by electricity for advertising purposes, including store lighting and show window lighting as well as signs.

Our representative, in his personal calls, only waited until he had secured the merchant's attention be-

We had on file at the offices the catalogs of practically every maker of electric signs in the country, and our solicitor was provided with these and with reproductions or photographs of famous signs in big cities throughout the country. All we asked of the merchant was for him to select the style, kind and size of sign he desired. We told him we would buy and run for him anything from a one-lamp trans-

parency to a replica of the Oliver Plow Works or Butterick signs.

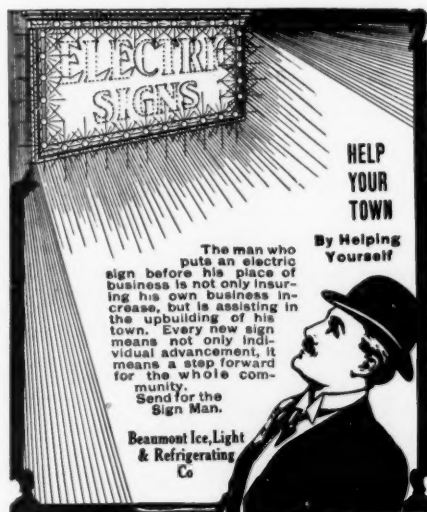
When we found out what sort of sign our prospect wanted and how long each night he would be willing to burn it, we figured out how much current it would consume and the cost of this current at our regular lighting rates. To this we added a small amount to cover interest on investment and depreciation of sign and quoted him this sum as his monthly charge. We did not, of course, explain to him how much of the charge was current and how much was sign; we simply made the flat rate. The signs in all cases remained our property.

On this basis we placed quite a number of signs—some thirty in four months, or an average of a sign every third day. The cheapest of these gives us a gross income of \$8.50 per month and the largest, a changing sign for the local theater, \$30 per month. It depended somewhat on the merchant, his credit standing and the length of his contract, how much we charged for the sign. We have contracts for one, two and three years.

One adverse feature of the campaign which caused us a few restless nights was the city sign ordinance, in force when we began to work. This ordinance was directed against any kind of a sign projecting across the sidewalks and we had to sweat some days to get it changed. One was finally passed providing for illuminated signs only being hung above the sidewalks and these, it further stipulates, must burn every night. We did not particularly relish so extreme an ordinance, fearing

it might cause some dissatisfaction among the smaller merchants, but it was this or nothing, and so, of course, we bowed to the inevitable. At least it insures us against intermittent burning.

The great feature about our campaign and about the signs we have erected is their variety. Only three are panel signs; the rest are each distinctive and individual. I believe we have at least one example of



every standard sign made. Our first idea was to try them all and let the merchants select the ones which pleased them best. Apparently the most popular sign is a "different" sign.

As I have stated, we put up on the average a sign every third day during the first four months of the campaign. Beaumont is rated at 25,000 population; we secured, in the four months, a sign to each 858 inhabitants and a sign lamp for every 12 inhabitants. This, we think, is not so bad as a start.

# THE COMMERCIAL DAY OF THE NEXT CONVENTION

President Farrand Appoints Efficient Committee on Commercial Program.  
Thursday, May 21st, to Be Given Over to the Business Getters.  
Mr. Henry L. Doherty May Be Chairman of the Day.

**O**F the utmost importance to every man connected with the Commercial Department of a central station was the early appointment of his Committee on Commercial Program by President Dudley Farrand, N. E. L. A. This committee was appointed Jan. 28th, and is made up of the following well-qualified gentlemen:

Chairman, Mr. C. W. Lee, Vice-President, The C. W. Lee Co., New York City.

Mr. J. Robert Crouse, Secretary, Co-Operative Electrical Development Association, Cleveland, O.

Mr. George Williams, New Business Manager, Henry L. Doherty & Co., New York City.

Mr. John Gilchrist, Asst. to the President, Edison Commonwealth Company, Chicago, Ill.

Mr. H. K. Mohr, Advertising Manager, Philadelphia Electric Company, Philadelphia, Pa.

Mr. Frank B. Rae, Jr., Editor SELLING ELECTRICITY, New York City.

Every member appointed responded with enthusiasm and all placed themselves at the service of the chairman. Mr. Lee, with characteristic vigor, set about laying out the work of the committee in such detail as to best conserve his associates' time and give the most efficient results.

The Committee realized from the

first that it faced a heavy responsibility. The Commercial program of last year was conceived by Mr. Arthur Williams and Mr. Crouse along very ambitious lines. Although but six short weeks were given to its preparation, the results at Washington were most gratifying and set a high standard for the present committee to aim towards. Mr. Lee determined at once that the program for 1908 should properly be built upon the foundation already laid.

The first meeting of the committee was held in the offices of Messrs. Henry L. Doherty & Co., New York. While this meeting was informal, a large amount of business was transacted and the general scope of the commercial program determined. All the members of the Committee were present with the exception of Mr. Gilchrist, but his earnest co-operation was expressed in a letter embodying his views and recommendations as to the scope and tenor of the program to be prepared.

As was the case last year, the Committee recommended that a special Chairman be appointed to preside over the commercial sessions, and the name of Mr. Henry L. Doherty was suggested. No better choice could possibly be made. It is hoped that Mr. Doherty's engagements will permit him to accept.

Of second importance to this se-

lection was the choice of the day on which the commercial sessions should be held. Despite the success of the Commercial Day at Washington, the Committee felt that the last day of the Convention would not again be altogether desirable and requested President Farrand to set aside Thursday, the 21st, for these sessions. This request was immediately granted.

With such a chairman as Mr. Doherty, and the most favorable day of the Convention week set aside for the commercial program, the Committee felt it had taken a long step toward success.

#### SNAPPY PAPERS: LONG DISCUSSION.

An innovation will mark the preparation of papers and their discussion by the Convention. In view of the fact that all papers are printed in advance and in the hands of delegates before the opening of the meetings, the Committee determined to restrict the presentation of every paper to a crisp, terse abstract.

It was further decided, in order that discussion might start promptly, to designate in advance one or more members to open the argument. By such a policy it is hoped to minimize the routine of the meetings and clear the way for debate and discussion in the shortest possible time, as it is generally conceded that the great benefit of these Conventions lies rather in a free interchange of ideas than the formal presentation of papers.

Another important innovation will be the "composite" papers. It is planned to select an Editor for each important topic upon the program; this Editor to have the privilege of

selecting and securing such assistance as he may require in order to completely cover his subject. The various views and experiences advanced by the assistants will be condensed and codified, making the papers, so far as practicable, a consensus of the best ideas on the subject treated. The advantages of this system are obvious; instead of the views of a single individual, we will have the combined experience and practice of many, and from this can deduce the principles whereby success is attained in the several branches of central station commercial practice.

#### HARMONY BETWEEN COMMERCIAL AND TECHNICAL.

The 1908 Convention will witness the closest harmony between the technical and commercial branches of the industry. For a time it seemed that there might be a divergence here, similar to that experienced in the gas field, but better counsel has prevailed. The commercial and technical departments are so closely and intimately interwoven in the central station that neither can attain more than moderate success without the other.

It will be the policy of the present Committee on Program to emphasize this fact in the most impressive manner, to the end that each department shall recognize and appreciate the other at its true worth.

#### GET READY NOW.

Every commercial man in the central station field should begin now to plan for attending this Convention. The benefits to be gained from close personal contact with the leaders of the new business

movement, the impromptu discussion, the friendly encouragement of co-workers, the interchange of ideas and experience—these have a dollars-and-cents value to the individual which far outweighs the expense or trouble of attending the meetings.

Every company should have at least one commercial representative present. In no other way can a company spend a few dollars more profitably than in educating its men to the highest point of efficiency,

and the educational value of the Convention is incalculable. A single selling plan, a single idea, may mean thousands of dollars of income in the next year. The best, most successful business getters in the country will be there. Their best plans, most effective and successful money-making schemes will be presented, discussed, analyzed. The only cost will be your membership, carfare and expense.

Get ready now!

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## PRIMARY INSTRUCTION IN ELECTRICITY

How the Chattanooga Electric Company Handled Its Demonstration at the Pure Food Show, and Some of the Results Attained

BY RICHARD E. BROWN, CONTRACT AGENT.

IT depends very largely upon the degree to which the public is educated, whether or not a company may reap direct and immediate results from a demonstration in a Pure Food Show. Generally, immediate results are not anticipated, and this is the safer way, for if one count upon too much at the beginning, the almost inevitable disappointment will discourage further effort. Educating the public is slow work at best, and educating them to adopt as an everyday convenience something which they have always looked upon as a luxury is altogether disheartening. The only consolation is that it must be done, and every well-considered effort brings a company just that much nearer its ultimate goal—the universal use of electric service for light, heat and power.

The Chattanooga Electric Company's demonstration in connection with the Pure Food Show in this city was disheartening enough in direct results. Only about a dozen pieces of apparatus were actually disposed of on the ground. But while this may seem an insignificant return from our work, we succeeded in creating a vast amount of genuine interest and took pains that this was followed up.

The exhibit, as will be seen from the accompanying photograph, was quite complete, well planned and attractive. Displays of electric flat irons of all sizes, cooking appliances of all kinds, a complete electric kitchen, Christmas tree outfits, vibrators, various types of electroliers with Holophane reflectors, and motor-driven sewing machine and washing machine, were included.



During the course of the show, demonstrations were made of the use of the sewing machine, washing machine and vibrators. Complete suppers were served, which were cooked in the electric kitchen; also chafing-dish suppers were served without cost to the public, all cooking being done in the presence of the people.

To attract attention to the booth, a guessing contest was inaugurated, a jar containing a quantity of matches being prominently placed in the booth, and an electric iron or toaster offered as prize to the person guessing nearest to the exact number of matches in the jar. This may seem a cheap trick to which to resort, but needless to say it attracted a great deal of attention, caused much comment among the

curious and enabled us to get into conversation with diffident people who otherwise would have passed the booth without giving us an opportunity to explain our appliances.

I have said that we took pains to follow up each visitor who expressed interest; this was done by keeping a register of all to whom demonstrations were given. To these, advertising and bulletins were given as souvenirs, and the names thus secured we consider as of great value to our solicitors. At least, it gives us a live list of people to whom the various appliances are not wholly strange, and with this much of an introduction we feel that we should be reasonably successful in closing contracts and making sales of apparatus in future.



The Exhibit of the Chattanooga Electric Company at Pure Food Show

# PRACTICAL TALK ON LIGHT AND ILLUMINATION

How the Employee Who Is Not a Technical Man May Be Taught Some of  
the Fundamental Laws Governing Light Distribution

ABSTRACT FROM A PAPER PRESENTED BY

V. R. LANSINGH,

ILLUMINATING ENGINEER, NEW YORK,

BEFORE THE NATIONAL COMMERCIAL GAS ASSOCIATION.

**M**R. Solicitor: When you were hired for your present position, you undoubtedly made up your mind at the start that it would not be a long time before you would take the place of the head of your department. This was a laudable ambition but naturally could be realized only after hard, conscientious work, intelligently directed; and a good part of that hard work consists in the study of some of the points which are necessary for a solicitor to know.

We will take it for granted that at the start you were told to "take care of" your customers—that the very best asset your company can have is the good-will of its public. This is especially true since the public has come to realize its power to regulate prices, etc., and is inclined to exercise this in a way detrimental to your company unless thoroughly assured that the company is giving the very most possible for the money.

When your customer buys gas at, say one dollar a thousand, he does not care for the gas itself, but only for the results obtained from it. What the customer primarily pays for is useful light or illumination,

and it becomes absolutely essential to know how to give the public what it pays for, which is not the most light, but the most illumination.

When you water your lawn, you adjust the nozzle of the hose for the work in hand. You make it either a gentle spray which will throw the water in all directions, or change it to a concentrated stream which will flush the sidewalk, if necessary. Lighting problems can be handled in exactly the same way. You can give the customer either a gentle, subdued light throughout the entire room or you can direct a powerful, concentrated light on desk, table or counter as desired. And it is your business, Mr. Solicitor, to know how these results can be attained, for unless you do, you will not be able to give the customer what he wants or needs.

It is a fact well known that by equipping a lighting unit with different forms of glassware, reflectors, etc., we can throw the light in different directions, and in order to picture this to the mind, the Engineer has resorted to a simple device known as a photometric curve, which tells the tale at a glance.

Thus, Fig. 1 shows the photometric curve of a bare mantle burner without any glassware except the chim-

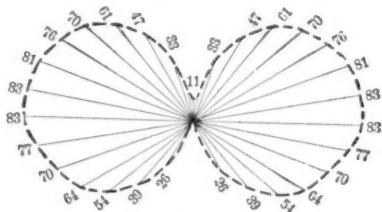


Fig. 1

ney. The lines which you see pointing in all directions represent by their length the intensity of light in these several directions. Joining the ends of these lines we get what the Engineer calls a "photometric curve" or a picture showing the distribution of candle power in different directions. In this particular case, we see that this burner gives 83 cp. at the horizontal; that is to say, straight sideways, but gives almost no candle-power whatever directly underneath because of the shadow from the burner itself. Knowing this, how foolish it would be to suggest the use of such an outfit to light, say, a dining room table with a chandelier well above the center. You see at once that little or no light would reach the table except what might be reflected from the walls and ceiling, and it is perfectly evident that we must look for some sort of an arrangement to throw the light downward.

Let us try at the start one of the little flat, fluted, 8-inch opal reflectors shown in Fig. 2, which rests on the

three prongs at the top of the burners. The photometric curve of this arrangement is shown in Fig. 3, and you will

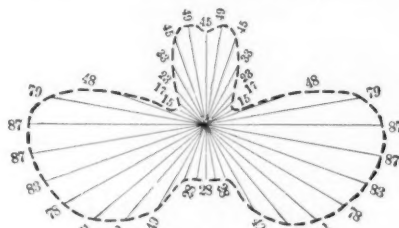


Fig. 3

notice that it reflects quite a little light directly underneath, namely 28 cp. Still we have altogether too much light going toward the walls.

Next, we will try for this case of lighting the dining room table, a Holophane globe, shown in Fig. 4, the photometric curve of which is shown in Fig. 5.



Fig. 4



Fig. 2



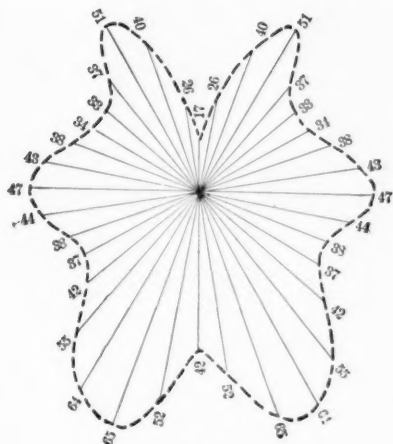


Fig. 5

We see now that we get 42 cp. directly underneath instead of 28, as in the first case, and 65 cp. at an angle of 20 to 30 degrees from the vertical, so that we have very much more light on the table than before. However, is this the best we can do under the circumstances? We will try one more combination—an opal dome and opal bobesche which is used so much for a portable reading light.

The curve of this I am unable to show. I recall, however, that with this equipment 119 cp. is thrown directly on the table and a fairly good candle-power on each side so that, on the whole, this would make a fine dining room light, if the table were not too large. We must, however, note that this outfit cuts off almost all of the side light, it being reduced now to 22 cp., and if we want to light the whole room brightly, this combination will not do, and we should, therefore, be driven to something else.

Now, it is possible today to obtain photometric curves showing the effects of nearly all the different glassware on the market, so that by little

study you can pick out for yourself with reasonable success the equipment best suited to each case. Sometimes you may want to throw the light mostly downward, as in the case just cited; sometimes you may want to throw most of the light nearly sideways, as with side-brackets when you have to light clear across the room; again, you may want to compromise between these two extremes. You will therefore see, Mr. Solicitor, that if you are provided with these curves showing just how the light is thrown, you will be in a very much better position to intelligently serve your customers.

Of course, there are numerous other considerations which you must take into account to give your customer the best result. We must be careful never to expose our customers' eyes to the glare of the bare light, first, for the reason that this is very dazzling and results in eye-strain, and second, because on the ordinary home and store, the exposed lights look crude. Therefore, they should be always shaded in some way or other.

This final point I wish to emphasize. It is equally essential, in order to be the best solicitor in your company, you must know not only all about your own line but also about your competitor's. It is absolutely essential for you, Mr. Solicitor, to be posted as to the latest developments in your own line if you are to meet and beat your competitor. If you are ambitious not only to hold your present position but also to rise to one of much greater responsibility, you should be thor-

oughly posted as to how to give your customer the very best possible results for the money paid your company, and it is to awaken your interest along these lines that this paper is submitted.

EDITOR'S NOTE: This paper is, we believe, among the first attempts to reduce the practice of Illuminating Engineering from its high plane as an abstract science, to the purely utilitarian needs of the lighting company's solicitor. This paper is addressed to gas solicitors, but its lessons can be accepted equally by the man who sells electric illumination.

In future issue of this magazine, Mr. Lansingh will take up concrete practical problems in lighting and indicate how they may be solved by the Central Station Commercial Illuminating Engineer.

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#### ABOLISH TECHNICAL TERMS IN SOLICITING

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THE very fact that the warning must be repeated against the use of technical terms in communicating with the public, not only in soliciting but in letters and advertisements as well, is sufficient evidence that the warning was needed. Many men connected with central stations seem to feel that they are particularly unfortunate in this matter—that their business is peculiarly intricate and technical, and that they must employ electrical terms to express themselves at all. As a matter of fact, the same danger lurks in every line of trade, in every profession. What man would know whether marquissette is a small marquise ring or a novelty in confections?—or whether brilliantine is a brand of hair-oil or a near-diamond? Both are technical terms of the dry goods trade and identify varieties of cloth. That the shoe trade is equally susceptible to the danger of technicalities, the following from the Boot and Shoe Recorder proves. That neither dry goods nor shoes are less technical in their separate ways than the central station business is the conclusion of all who have tried and succeeded in abolishing technical terms:

"A good many of us who have been in the shoe trade for years," said a retail man recently, "get to thinking in shoe terms entirely. For example, a Goodyear welt means just that and we know at once that such a shoe is better than one that is machine-sewed, or at least is generally a higher grade shoe, and so on through the various details of our business we become so familiar with the technicalities of it that we fail to realize that the general public, with whom we do business, and from whom we make our living and our profit are not as familiar with our technical terms as we are, and as a matter of fact would not know what we were talking about if we spoke, say of a box calf bal.

"But the worst of the matter is that these little technical terms creep into our advertising without our knowing about it at all, and very frequently I have seen ads in local papers that were perfectly clear and descriptive to me, but which I would venture to say were scarcely understood by the general people of the town who were not familiar with shoe talk and shoe terms. So, just as a word of warning I would like to say to the retail readers of your paper, that they want to be careful and talk in their advertising in terms that their readers will understand."

# WOMEN SOLICITORS FOR HEATING APPLIANCES

An Experiment With Young Ladies

By GEORGE B. JOHNSON

CONTRACT DEPARTMENT, COMMONWEALTH EDISON COMPANY, CHICAGO.

**A**PROPOS of the present interest in methods of introducing electrical heating appliances the experience of the writer in connection with an experiment made by the Chicago Edison Company last summer with young lady solicitors, may be of interest.

Good results had previously been secured with young men solicitors employed especially for this work. but in a house-to-house canvass such

moderate amount of coaching, including instructions as to how to connect and operate the irons and information regarding other heating

## REQUEST FOR MERCHANDISE ON APPROVAL

Contract Department \_\_\_\_\_ 190 \_\_\_\_\_  
CHICAGO EDISON COMPANY  
or COMMONWEALTH ELECTRIC COMPANY  
139 ADAMS STREET, Chicago

Please deliver \_\_\_\_\_  
price \$ \_\_\_\_\_ to be sent ON APPROVAL WITH PRIVILEGE  
OF RETURNING WITHIN SEVEN DAYS, from date of delivery.  
If it is desired to return this article the Company must be notified IN WRITING  
before the expiration of said period. No article can be returned unless in perfect  
condition.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_

Source \_\_\_\_\_ Date Delivered \_\_\_\_\_  
Order Taken by \_\_\_\_\_ Order No. \_\_\_\_\_

NOTE: This article is sent on approval only to those using the service of above Company.

## ORDER FOR MERCHANDISE

Contract Department \_\_\_\_\_ 190 \_\_\_\_\_  
CHICAGO EDISON COMPANY  
or COMMONWEALTH ELECTRIC COMPANY  
139 ADAMS STREET, Chicago

Please deliver \_\_\_\_\_

Price, \$ \_\_\_\_\_ Terms \_\_\_\_\_

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_

Approved for Credit \_\_\_\_\_  
Source \_\_\_\_\_ Date Delivered \_\_\_\_\_  
Order Taken by \_\_\_\_\_ Order No. \_\_\_\_\_

NOTE: Prices are subject to change at any time without notice.

as the work involved, more or less difficulty was experienced by them in gaining a satisfactory hearing from the housewife. It was therefore decided to try young ladies on the theory that the housewife could be more successfully approached on a matter of domestic economy by a member of her own sex.

The experiment was tried on a small scale during June, July and August, 1907, using electric flat irons as a leader. Three intelligent young women were selected from a number of applicants and given a

appliances. None of them had had any previous experience in such work and only one had done any canvassing. The idea was impressed upon them that they were not ordinary canvassers but rather missionaries engaged to enlighten the Company's residence patrons regarding the convenience and utility of electrical devices for the home and they were given to understand that the

Chicago, \_\_\_\_\_ 190 \_\_\_\_\_

Dear Sir:

You may deliver one 6-lb Electric Flat Iron, price \$4.25, to be sent ON APPROVAL WITH PRIVILEGE OF RETURNING WITHIN SEVEN DAYS from date of delivery. I agree to try the Iron and, if I desire to return it, will notify the Company in writing before the expiration of the period stated.

This is the improved 6-lb. Household Iron.

Name \_\_\_\_\_  
Address \_\_\_\_\_



introduction of the flat iron was regarded as the best means of demonstrating that electrical household appliances are now within the

reach of all users of electric light and not the wealthy only. Each of the young ladies was provided with a sample flat iron, order blanks and a neat leather satchel in which to carry these. They were each assigned to a district in a different sec-

flat irons and five percent on other appliances, the larger commission on flat irons being given to encourage pushing the irons. A minimum weekly income was guaranteed, the solicitors being given to understand, however, that after a fair start they



#### SPECIAL ANNOUNCEMENT

Last summer a great many of our customers purchased Electric Flat Irons for use in home and laundry during the hot weather, and we are daily receiving more orders for these irons.

It is remarkable how handy this little device is for the mistress, maid or laundress.

You can smooth out a bit of delicate lace yourself at a moment's notice if you do not care to consign it to other hands, and without any discomfort from the heat. The entire laundry work may be accomplished in a remarkably short time, with comfort to the operator, and at very small expense.

We shall be pleased to send you an Electric Flat Iron on one week's free trial on request.

Full directions accompany each iron so that you need have no difficulty in attaching and operating it.

Electric Flat Irons are perfectly safe, save many weary footsteps to and from the kitchen and one iron only is needed, as the Electric Flat Iron STAYS hot; does not heat up the room.

The price of the improved six-pound Household Iron is \$4.25, and it will pay for itself, in the added convenience it provides, in a short time.

Sign the enclosed card and mail it to us to-day.

CHICAGO EDISON COMPANY  
CONTRACT DEPARTMENT  
135 ADAMS STREET

One of the Ads. Used in Connection with Chicago Edison Company's Campaign

tion of the city with instructions to cover as much ground as possible during the short period of the experiment.

The company paid for car fare and telephoning in addition to the remuneration which was as follows: A commission of ten per cent on

must secure enough orders for the commissions thereon at least to equal the guarantee. Their work was supplemented by a circular mailed to each residence customer with a return post card, and they were given credit for sales resulting therefrom provided they called upon

the customer and secured the order or demonstrated the iron. A prize or premium of one dollar was offered to the solicitor selling the most irons over five each day. If two or more sold the same number the premium was equally divided between them.

When a solicitor secured an order for an iron she at once explained to the customer how to use it, thus rendering it unnecessary to send a demonstrator with the delivery wagon. When an iron could not be sold outright the customer was allowed to take it on seven days' approval with the understanding that unless the company was notified within seven days that it was desired to return the iron, the customer would be expected to retain and pay for it. Fourteen days from date of delivery the bill was sent. The right was reserved, in accepting orders for trial irons, to send those which had previously been used but were in good operative condition. Difficulty previously encountered in sending out different makes of irons on trial, due to the tendency of some customers to try all of the various makes, led to the putting out of only one make of iron on these trial orders.

In some cases customers wrote or telephoned asking for further trial which was usually granted. In cases where they notified the company before the expiration of the seven days that the iron would not be purchased, a form letter was sent explaining that out of the thousands of irons furnished by the company the comparatively few cases where they were not retained had been

found to be due to the customer not having thoroughly tried the iron, and offering to extend the trial period for another week. Many replies were received indicating that customers considered this a real favor and expressions of gratitude were frequent. The results obtained from this method of handling the very short trial period were exceedingly gratifying, the proportion of sales consummated being much greater than in previous seasons when they were sent on thirty days' trial. Approximately seventy per cent of the irons ordered were retained and paid for, and orders were subsequently received as a direct result of the solicitors' work to more than offset the number returned.

As was anticipated, the results of the experiment showed a great preponderance of orders for irons over other heating appliances.

The experiment covered a period of 72 working days (65 full days and 13 half days), and brought orders for 1467 irons, an average of 20 per day. The largest number secured in any one day was 46. The total number of calls made by the three young lady solicitors was 12,334, an average of 171 per day or 57 calls per day per solicitor. At an average use of 14 hours per month per iron, which is about the average in Chicago for residences, the gross income per annum from 1467 irons, assuming a rate of 10 cents per kilowatt hour would be \$12,330. This income was derived with substantially no increase in the fixed charges and very little in the operating cost.



# BOOKKEEPING

## A Simple and Efficient System for Small Electric Plants

By C. E. PARTEE, TREASURER,  
BURLINGTON ELECTRIC LIGHT AND POWER CO., BURLINGTON, WISCONSIN.

IN introducing this system in our electric plant, the first consideration, and above all, was to save time and to eliminate the keeping of several hundred ledger accounts with individual customers.

Therefore, my first resort was to the card system, and these cards

and if a plant is to succeed in a small town, expenses must be kept to a minimum.

Our Superintendent reads the meters and makes the collections. This not only results in a saving, but brings the Superintendent in close personal contact with the customer,

NAME <i>Leonard A. Payton</i>		FEET RATE-METER-MFR				
19	METER READINGS	AMOUNT OF LIGHTS	CASH PAID	SUPPLIES	CASH PAID	REMARKS
JAN.	4005	950	950	250	250	
FEB.	4100	830	830			
MAR.	4183	700	700			
APRIL	4253	540	540	45	45	
MAY	4307	380	380			
JUNE	4345	250	250			
JULY	4370	400	400	1600		
AUG.	4410	520	520			
SEPT.	4462	680	680			
OCT.	4530	750				
NOV.	4686	810				
DEC.	4800	1120				

Sketch No. 1. Card Ledger Form

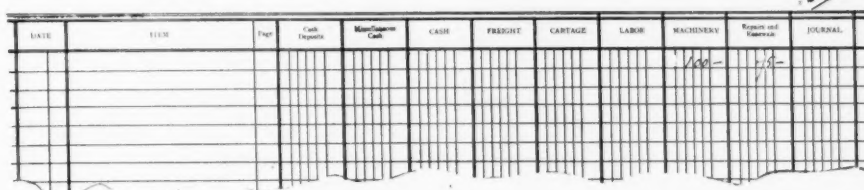
were made as simple as possible, thus to facilitate making out the bills each month and to quickly check collections when collector has completed them. Quite a number of electric companies mail out their bills and give special inducements of 5% or 10% to customers to call at their offices and pay before a certain date. For companies operating in large cities I presume it is practically impossible to handle collections in any other manner, but in a small town the postage and the ten per cent is quite an item of expense,

thus enabling him to learn all complaints. When the bill is presented is the time the customer thinks whether or not he has any complaint to make, imaginary or justifiable, and it certainly is the duty of the Superintendent to learn of these. He being the best informed man, has all the necessary data and can make all necessary explanations or adjustments, or if repairs are required, can have his men call at the earliest moment to make them. In our company the Superintendent carries a small pocket outfit that enables him

to make immediate repairs of such trivials as fuses out and the like, and saves time thereby for both the customer and the company.

In his rounds he is also in a good position to call the attention of customers to electric flatirons and the like, and thus receives many orders as well as new and valuable pointers

and meter readings in "Meter" column. The space for remarks is used for any notation that may be of interest at a future date. The total of all customers' bills for light is transferred to an ordinary loose-leaf ledger, through a journal entry, under one account in ledger called "Customers' Account, Dr." (this



DATE	ITEM	Page	Cash Deposits	Money Received	CASH	FREIGHT	CARTAGE	LABOR	MACHINERY	REPAIRS	JOURNAL
									100-	75-	

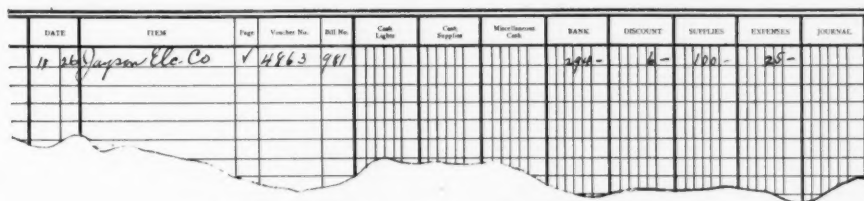
Style of Ruling in Combination Journal and Cash Book.

through which he gets new customers.

To go back to our system: Sketch No. 1 shows a ruled card, 5x8, as used by us, ruled both sides alike, thus getting on one card a record covering two years. These cards are kept in a small cabinet (10 inches wide and 15 inches long) fitted with lock and key, and no one has access to this except the book-

keeper being the total sales of light for month), and Credit Account, called receipts for lights.

The amounts in "Supply" column on card are transferred as one total, charging "Wiring Bills," and crediting "Supplies Sold." These monthly bills are listed in an ordinary small ruled book (called Book A) in figures only (no names of customers



DATE	ITEM	Page	Voucher No.	Bill No.	Cash Deposits	Cash Receipts	Money Received	BANK	DISCOUNT	SUPPLIES	EXPENSES	JOURNAL
11 100	11 100		4863	981				294-	4-	100-	25-	

Style of Ruling in Combination Journal and Cash Book.

keeper. The cards are arranged alphabetically, thus permitting the addition of new names, or transferring the "dead timber" quickly, and without disturbing other cards.

As statements are made out each month, the amount of light bills is put in a column marked "Lights," supply bills in "Supply" column,

being used at all), under headings "New Light Bills," "Old Unpaid Light Bills," "Old Wiring Bills" and "Power." This is done to ascertain the amount of the new monthly bills for journal entries, and when allowances from totals of collections are made, they must balance with individual ledger accounts.

For instance, the light bills for the month of December are \$1863.25 (this would be the amount of the journal entry charging "Customers' Account," and crediting "Light Account" for the month) and the "Customers' Account" shows a balance of unpaid bills of previous month of \$115.25. The total of these two being \$1978.50, and collections show light bills paid of \$1700, this would leave a balance of outstanding bills of \$278.50, and "Customers' Account" in ledger, after credit with cash collections is made, must show a balance of \$278.50. Wiring bills are handled in the same manner, and any month you can verify unpaid bills returned by collector, by simply adding them up, or either checking the bills unpaid in the above referred to Book "A" as the customers' cards are gone over to credit the individual with the amount paid.

#### COMBINATION JOURNAL AND CASH BOOK.

**T**HIS is made in one volume to save extra handling of books. Sketch No. 2 shows how this book is ruled. The Dr. and Cr. side of this book are disregarded, except for the three columns for cash, on one side, which, of course, must balance as Cash Receipts and Cash Disbursements, and also the columns marked Journal, which are used for Journal entries. The balance of columns are used for distribution of payments which are made by voucher checks. The totals of columns are transferred to the ledger at the end of the month, thereby avoiding the making of entries of each individual transaction, and saving con-

siderable work. The total of the cash column is handled in the same manner, except the column marked "Misc. Cash," and the Journal columns must be posted on each individual item.

It can be readily seen, at a glance, that very few entries are needed in a month, in "Misc. Cash" and Journal columns. As we discount all bills, we further avoid opening individual ledger accounts with supply houses. For illustration, say we owe the Jayson Electric Co. \$300. This amount is divided into \$100 for Supplies, \$25 Expense Material, \$100 Machinery, \$75 for goods used in Repairs and Renewals. The amount of check is \$294; discount, \$6. At the end of the month Bank Account is credited with total checks paid, and Discount credited with amount made, while the others are posted to the Dr. side of the ledger at the end of the month. In small column marked "Page" we simply use a check mark to show that the transaction is to be posted in sum total at the end of the month, and those without check-marks denote that they must be posted as individual entries.

#### LEDGER.

**I**N the Ledger we carry only operating accounts and assets and liabilities, in addition to Customers' Accounts, Lights, Supplies, Wiring Bills, Power. This, therefore, makes the Ledger very small and avoids unnecessary accounts.

We have found this system certainly a time-saver, and the writer could do a month's work while he is writing about it.



# CAUSES OF MUNICIPAL OWNERSHIP

BY GLEN MARSTON

## PART IV—PUBLIC POLICY

**I**T is not much use to tell employes to be more considerate of the public than they are, for probably every public service employe thinks he is already as considerate as the public will allow him to be. It is human nature to reply to criticism with criticism, to meet wrath with still fiercer wrath, to treat unjust abuse with contempt; but it is bad business.

Everybody recognizes that a business whose customers are satisfied is better than one whose actions invite continuous criticism; yet how many companies there are whose managers sit behind ground glass doors with a swarm of more or less arrogant underlings outside to give satisfaction—more often dissatisfaction—to complaining customers!

"If I listened to every complaint, I would have time for nothing else," is often given as an excuse for a manager's shrinking from contaminating contact with the common customer. Is not that proof in itself that there is a radical wrong to be righted? Does not that show that customers are not receiving ade-



Glen Marston

quate attention—that their complaints are not being properly taken care of? You will find that criticism is almost always in inverse ratio to the accessibility of the responsible head of the company. In one of the largest cities in New York every complaining customer is asked if he wishes

to see the manager. If he does, in he goes—but most of them do not. As soon as they know they can lay their grievances before the proper man, all desire to do so ceases.

There is nothing that will arouse latent discontent as quickly as a tendency to ignore the complaints and personal grievances of customers. Whatever a taxpayer's past experience in dealing with the City Hall may have been, it has no effect on what he expects if the city goes into municipal ownership. Theoretically (how often we hear that word in discussing municipal ownership) a municipal manager should be more considerate of his patrons than a company manager, because he is supposed to be dependent on the will of the people for his office. But

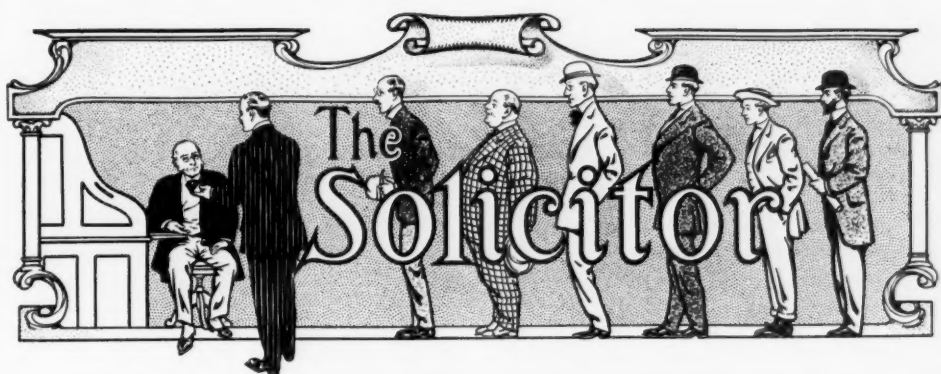
in practice we get the same old answer—"It doesn't work." A company can give itself some prestige by making a frequent comparison between the way it handles its business and the way the city's offices are conducted—provided, of course, that no offense is given to the officials themselves. That is almost as bad as offending a good customer—sometimes it is worse.

The trouble with some managers is that they spend so much time keeping in with the city officials that they have no time left for the ordinary citizen. Yet the ordinary citizen is the man whose vote is looked for when the company is in trouble. It takes a company a long time to learn that the politician will listen to the public much more quickly than to the manager, and that the same result can be achieved much more surely and safely by appealing to the public than by appealing to the politician. There is no doubt that political friendships are of advantage—they are to anybody—but the friendship of the consumer is the strongest asset a company can have.

It seems to be an opinion generally held by the public that an electric company is out for the almighty dollar regardless of its obligations to those who gave it the right to exist. It is the attitude of the companies themselves that is responsible for this feeling—not that the companies do ignore the public, but because the public cannot know what the companies are doing with-

out being told. Improvements of the greatest importance are often made without any effort being made to demonstrate their advantages to the public. It cannot be expected that people with absolutely no knowledge of electricity, except that it is both convenient and dangerous, can appreciate the difficulties of its production without being told of them. The air of mystery about the manufacture of current has a tendency to breed suspicion regarding its sale. The people feel that something is being held back from them—something which they ought to know. It is not difficult to turn the mystery of manufacturing current to good account—to make capital out of it instead of having it used against you. Talk about the mystery. Explain it. Above all, make every customer feel that you are doing business on the square—that you have nothing to conceal from him.

If a company wishes to avoid municipal ownership, it must treat its patrons so that they cannot expect better treatment from a public plant. It must stand unjust criticism at times, and it must never ignore criticism, whether just or unjust. It must have and justify public confidence. It must keep its quality up and its prices down. It must make every customer feel that he is getting a square deal. It must strive to be the ideal company—and, more important than all else, it must let the public know what it is striving for and why.



## PUBLIC OPINION

BY CHARLES W. LAMBE  
MILWAUKEE RAILWAY AND LIGHT COMPANY

**P**UBLIC opinion, in its adverse phase, is the toughest thing the solicitor goes up against. And it is the best hustler for him when it is favorable. Unfortunately it is generally adverse—that is, the noisest part is adverse. But there is nothing on earth, not even a cranky boss, that can develop the diplomatic abilities of a solicitor like an adverse public opinion.



Charles W. Lambe

Public opinion is very apt to be thirty percent clamor and seventy percent thought. But as the thirty percent of clamor makes ninety-five percent, or more, of the noise, and as ninety-five percent of the seventy, or more, stays home and keeps its opinion on ice, the Big Voice passes for the real goods. And it is swayed by and furnishes the ammunition for the oratory indulged in by the friends of the dear peepul—at a fat

office per friend. It is just as well for the solicitor to understand this at the beginning. It gives him backbone when he goes up against the game.

A solicitor in the course of his day's work, may always feel sure of two beats of the public opinion. One of these is the speech-making he finds directed at him by the agitator for revenue or its hope, politically expressed

and recognized—they are all of that kind—and those the agitator impresses. That is the expiration. The other is his steadily increasing list of customers. That is the inspiration. And it is an inspiration, not only as a simile but as a potent factor in the work for which he receives his bankable paper at stated intervals.

Politicians must always have a plaything and the people a football.

The public football is what the politicians select for their toy. And as is the case with other toys, it matters not to the players how it is broken so long as they get their fun, which means profit, out of it. It is business to them just as selling current is business to the men of our blessed cult. It always has been and always will be the rule—and it is just as well to recognize that from the start. Just at present the public service companies are taking their turn on the gridiron. The psychological reason for this don't matter. The fact does. The hard fact rises up and punches us in the ribs and occasionally hands us one over the diaphragm that makes us take a mighty quick and very short breath. But it never quite reaches the solar plexus or the point of the jaw; so, as long as we don't lie down and take the count we will never be counted out. And if we were, the clamor-makers would be the first to raise a clamor for our reviving.

But public opinion is a factor in life with which the solicitor must deal, and he must recognize it as a fact and not as a mass of windy rot. The fact that people are to be led to take the adverse stand they do is to be counted and not the fact that their position is false. Logic and public opinion don't jibe any more than sincerity and political oratory. Too many solicitors and station managers attempt to turn aside this wave of opinion with the arguments of logic or the very truthful remark, "That's all rot" or "They know better than that." It is all rot and they should know better. In their sober, or honest, moments probably they

do. They are like the fellow who thought he had a certain popular disease so he laid down and died. The doctors declared that he never came within a church steeple of having the disease, but the fellow was just as dead. He died of a form of hysteria. That's just what affects people who have the germ of adverse public opinion. And they have to be cured—that is, so far as your service is concerned. It's bound to break out in some other direction, but that is not the funeral of the central station solicitor. We may be our brothers' keepers to a certain extent but we also have a little keeping of ourselves to do.

This adverse public opinion, as we have intimated, must be met by the solicitor. It is not enough to say it all rot or to lay it to a number of reasons in times so far past that they are ancient history. It cannot be shed like the rain on a slate roof or a politician's promises after election. And it cannot be dodged. For the good of the company it must be met—the good of the company is the good of every one connected with the company; don't ever get away from that—and the thirty percent of clamor has more to do with making the laws and ordinances than the seventy percent of sober second thought and common sense, as a watching of any city council or state legislature or even of the National Congress will show. It must be met. And the only way it can be met with any show of success is with tact, which means sense and judgment.

The instruction cards given the sentinels in my old regiment ad-

vised the men to use sense, sand and suavity. Same here. Remember always that you are sentinels about the ramparts of the central station business just as my comrades were sentinels about the camp. It is up to you to watch for the approach of friend and foe and to lead the friend in quietly while you halt the foe. And like the sentinel who captures the foe, so you must capture your adversary, whether he be a scoffer, an agitator or a back number. Only instead of covering him with pointed rifle you must capture him with common sense. More men surrender to that piece of artillery than to the other kind.

When you go up against the clamor element don't try to out-talk it. Remember that its specialty is talk. Don't feel bad if you go away a few times or several times without success. Don't get excited at his wind blowing and don't let him bother you one whit. Against his short range, loud-banging scatter gun use the armor-piercing, hard-faced bullet of fact and sense, a brand of ammunition which does not take it all out in noise but which goes in and is felt. Pierce his generalities with your directness. Find his inner lining of fairness and sense and appeal to it. Most men, even born orators, like to be regarded as honest and sensible and to have those qualities appreciated. Always be sincere and earnest and put an undoubtable truth into your manner, so in the end you will lead your foe over the lines and leave him with the trusties.

Men listen to a talker, applaud his hits, laugh at his sallies and like to see some one else get it rubbed into him. But they admire grit, respect sincerity and in the end are captured by truth. So present the truth to these men in plain, courteous language. Convince them by word, by manner and by action that you are square and they will finally believe it. It is disheartening sometimes, especially when they are listening to things that satisfy the sensational side of their nature—that is, to what they want to hear, not to what they ought to hear—but it is the only thing that wins and it is the only thing that holds decency in as much of a seat as she has these days of irresponsible agitation against everything the agitator isn't interested in and so tries to make capital out of. That sounds illogical but it is no more so than the agitator's position, and that's wholly illogical.

If so be it you get one or more of these clamor-mongers on your system see to it that they are treated right so they cannot say one word of clamor without danger of having to give testimony that they have always been given the square deal. If in your treatment of the trade you are courteous to Mr. You-and-Me and treat them as they should be treated, they will soon forget the other fellow's sores and will think and say, "You always treated me right. I have no kick." And when a man's thinking that way he's joined the seventy percent.

That's where you want him.



## PROFITABLE ADVERTISING'S POINT OF VIEW

The Leading Journal of Advertising Talks Sanely of the Panic and Advertising

IT is by now quite apparent that the alleged financial "panic," which was most virulent two or three months ago, will have a certain permanent effect upon the business of promotion of business. This effect will be in the nature of a reaction, and it will tend to clarify business processes, and finally greatly benefit business. One of the first evidences of this reaction is the sharp curtailment of the volume of advertising.

The final judgment regarding the panic and its causes will be that, whatever the immediate causes that precipitated it, it was in the nature of a needful purgation. It was a drastic cathartic. Advertising got its share of the treatment. It needed it. There is no question but advertising has run somewhat wild, or been driven recklessly. It has, in many conspicuous cases, been pushed to extremes. It has not been overdone, in the mass, but in numerous specific cases it has been wildly overdone. Usually, the overdoing has been the result of ignorance—the lack of full knowledge, the overworking of that little knowledge which is, we are told, a dangerous thing.

One result of the panic will be too much caution. More loss and more damage will now result from ill-judged conservatism than can be charged to the panic itself. Those in the business who have gone deeply enough into the science of adver-

tising to have grasped its principles are now forced to the front. It is incumbent upon them to demonstrate that advertising is a creative force, and that so long as there are people to experience needs, there is a field for the profitable work of advertising.

The present is the best time to advertise that has for many years been known. This statement is not meant in the sense of the threadbare shibboleth, "The time to advertise is all the time." That is a fallacy, and a rather silly fallacy. It would be as sensible to insist that "The time to eat is all the time." It is one of the greatest of the sins of advertising agents, solicitors, and promoters that they have not discriminated. There are times and circumstances which forbid advertising. But for those who have goods to offer which people need, now is very emphatically the time to advertise right. The panic was a readjustment, not an evidence of poverty. The people did not materially suffer; they are not now embarrassed. They have the money with which to pay for what they need.

The special lesson of the panic to those engaged in advertising is very clear, if somewhat sharp. It is to the effect that legitimate advertising is a proposition controlled absolutely by the cold, exact, laws of business, and the exact, cold, inexorable, laws of science.

# NEWS AND REVIEWS

## Items of Interest to Commercial Men

JOHN CRAIG HAMMOND HURT.

John Craig Hammond, the well known advertising man whose work for the Denver Gas and Electric Company brought him prominently before the central station fraternity, is reported as seriously injured. Mr. Hammond, who is at present press agent for the New York Central lines and who lives at Tarrytown, a suburb of New York, slipped on the icy platform while boarding a train for the city several days ago and was struck by one of the iron railings on a car and knocked down.

When carried into the waiting room of the station it was found that Mr. Hammond had suffered a number of severe contusions and possibly internal injuries. He was taken to his home.

### COMMERCIAL GAS CONVENTION.

That the central stations of the country cannot afford to pause for a single instant in the struggle for new and better business was evidenced by the activities of the Commercial Gas Association in convention in New York, Jan. 8, 9 and 10.

The program was as follows:

President's address, Wm. J. Clark, vice-president Westchester Lighting Co.

"The Commercial Side" (address), Alex C. Humphreys, president American Gas Institute, president Stevens' Institute.

"Observations of the Methods of Handling the Lighting Industry Abroad—Business Promotion," R. M. Searle, general manager Rochester Railway and Lighting Co., Rochester, N. Y.

"Why a Commercial Gas Association Is Beneficial to the Gas Industry," C. A. Learned, superintendent Meriden Gas Light Co., Meriden, Conn.

"Public Policy as Affecting Sales-Promotion" (address), John Craig Hammond, late publicity manager, Denver Gas and Electric Co., now press representative New York Central lines, New York.

"How Far Should a Gas Company Go Toward Maintenance of Gas Appliance Efficiencies," J. C. D. Clark, commercial agent People's Gas Light & Coke Co., Chicago, Ill.

"The Salesman's Personnel" (address), J. D. Kenyon, vice-president the Sheldon School, Chicago.

"The Conducting of Gas Company Employees' Meetings and Kindred Matter," E. N. Wrightington, secretary Boston Consolidated Gas Company, Boston, Mass.

"Harmonizing the Work of Solicitors and Sales-Methods in the Combination Gas and Electric Company," George Williams, manager New Business department H. L. Doherty & Co., New York.

"Practical Talk on Light and Illumination—How the Employee Who Is Not a Technical Man May Be Taught Some of the Fundamental Laws Governing Light Distribution," V. R. Lansingh, illuminating engineer, New York.

"Gas Illumination in Shop Practice," T. J. Little, gas engineer, Philadelphia, Pa.

"How to Promote the Sales of Industrial Gas Appliances," W. H. Allen, commercial agent Public Service Corporation, Newark, N. J.

"How to Prove That Gas Company Advertising Pays and Some of the Best Methods Explained," J. M. Brock, advertising manager, New York.

"The Use of Mechanical Devices in the Accounting Department of a Gas Company," F. H. Barnitz, Consolidated Gas Company, New York.

The convention was largely attended and the papers provoked much animated discussion. From the central station point of view the most important point observable among this association is the aggressiveness and progressiveness of its members. In some respects, the gas industry is just awakening to its possibilities. Developments in electric lamps and motors are being duplicated by improved gas commercial activity is being forestalled by lights and gas engines. Central station equally aggressive and intelligent work by the commercial gas men. While there are certain classes of business which naturally and logically fall to one or the other, it is evident that the gas men do not propose to let any of their present business go by default; on the contrary, they are laying shrewd plans to capture customers whom the central stations have always looked upon with proprietary interest. The competition grows keener each year; the victory in this strife, as in the Civil war, seems to lay with the side which "gets thar firstest with the mostest men."

### FACING THE MUSIC.

To Mr. J. O. Dially belongs credit for a most convincing piece of central station advertising, issued in behalf of the Lockport (N. Y.) Light, Heat & Power Co.

This company, it will be recalled, is a

merger of the Lockport Gas & Electric Company and the Economy Light, Fuel & Power Company. The merger, as may readily be imagined, was violently opposed by the citizens and officials of Lockport on the ground that it gave opportunity for increased rates. The combination was finally permitted by the Public Service Commission, after elaborate inquiry, but this permission was granted under certain conditions—low capitalization, agreed rates, etc.

In announcing the change, the new company published these rulings of the Commission, together with the endorsement thereto of the Citizens' Committee. There were also included the agreed rate schedules and the commission's circulars on "Inspection of Gas Meters" and "Inspection of Electric Meters."

The booklet is one of the strongest, most upright appeals to public opinion that has ever come before us. It may be well to note that the commission's rulings are based solidly upon broad common sense and justice to both the public and the utility companies. The new company's submission to these rulings is in the same spirit and its straightforward manner of squarely facing the issue and of publishing broadcast the franchise under which it will hereafter operate, is altogether a stroke of policy of which Mr. Diall may be proud.

#### UNIQUE ART CLASS DISPLAY.

The Unique Art Glass and Metal Co. of Brooklyn has recently opened a display room at 46 Park Place and invites the inspection of visiting central station men to its showing of high-grade art glass domes and portables.

The exhibit of art glass is located in a spacious darkened room which permits the shades being shown illuminated with electric lamps instead of by daylight as is usual. The suggestion is one which many lighting companies might follow to their profit, as the true beauty of stained glass or mosaic is only exhibited by the light passing through it.

The Unique Company is adding largely to its line in anticipation of spring business. They report business brisk and practically normal despite recent financial flurries.

#### A GREAT PUBLICITY STUNT.

Any central station manager who questions the value of close co-operation with his local newspaper men should send for a copy of *The Marion* (Ind.) *News-Tribune* of February 20th.

This is called an Electrical Edition and contains no less than 60 columns of reading matter, pictures and display advertising on "Bigger, Brighter and Busier Marion" and its electrical advantages.

Fine, large half-tones of photographs showing special street lighting, outline lighting of public buildings, sign installations and motor-driven factories fill a goodly portion of the space. Every argument known to the shrewd central station solicitor is translated into newspaper parlance, and published gladly by the editors. Laudatory write-ups of the lighting company, its policy and its personnel are printed at length.

The editor is a spectacular piece of publicity for the company and reflects great credit on the *News-Tribune*.

#### HUBBARD OUTDONE.

Elbert Hubbard, whose *Philistine* swept the country in the early days of the so-called "chipmunk magazines," once published this one: "People who don't know how to take the *Philistine* had better not."

L. D. Mathes of the Union Electric Co., Dubuque, Iowa, might well add a similar admonition to his advertising, as witness the following which appeared as part of a free trial offer of electric toasters:

"A great many have gone out on trial and to date there has been but one returned. The one which did come back was all right—the customer decided that she didn't like toast anyway—she would rather dip her bread in the coffee."

#### GLENN MARSTON IN BUSINESS.

Glenn Marston, whose fourth article on Municipal Ownership appears in this issue, is no longer directly connected with the M. O. Publishing Bureau of which he has been business manager almost since the organization of the bureau, but is operating independently. Mr. Marston's offices are still at 5 Beekman street. In addition to special work on municipal ownership campaigns, where his efforts are already widely known, Mr. Marston is now prepared to take up special work for companies along all lines affecting public policy.

#### "A PHASE OF THE PANIC."

The Wagner Company of St. Louis seizes the opportunity presented by the financial flurry to issue a clever booklet, "A Phase of the Panic." The argument is largely one on the practical economy of Wagner single-phase motors, which it is asserted is "the most important phase of the present panic."

#### DAVIS QUILTS NERNST COMPANY.

Mr. Charles H. Davis, who has been in charge of the Chicago office of the Nernst Lamp Co. for some time, is about to sever his connection with that company. Mr. Davis's record as a salesman and organizer has brought him several flattering offers, which he is now considering.



An illustrated magazine of business-getting for Electric light central stations and electrical men generally. Devoted to advertising, soliciting, selling plans, the display room, and whatever will tend to increase the interest in, and demand for, electric current for light, heat and power.

Published monthly by  
FRANK B. RAE, JR.

Publication office

American Building, Brattleboro, Vt.  
Editorial and Advertising Depts.  
74 Cortlandt Street, New York City

Subscription price, One Dollar per year  
Single Copies, Ten Cents

#### NOTICE

Advertisements, Changes in Advertisements, and Reading Matter intended for any month's issue should reach this office not later than the fifteenth of the preceding month.

Vol. 3

FEBRUARY, 1908

No. 1

**W**ITH the change of ownership of **SELLING ELECTRICITY** there will be made a number of improvements in the editorial department of the magazine which should prove of great interest to our readers.

#### PRACTICAL ILLUMINATING ENGINEERING

V. R. Lansingh, I. E.

Of first importance will be a series of articles on Practical Illuminating Engineering by V. R. Lansingh, I. E.

These papers will be designed to serve the central station solicitor,

contract agent or manager as a working guide laying out any ordinary lighting installations with which he may have to deal, in the most efficient and satisfactory manner. They will not be, in any sense, technical articles: the profession of the Illuminating Engineer involves too thorough a course of preparation, too extensive technical understanding, to be lightly skimmed in a few hours' reading. On the contrary, these papers will present only the basic, fundamental facts. Practical, work-a-day problems will be taken up, discussed and solved by recommendations covering the application of ordinary commercial lamps and standard equipment.

Preliminary to this important series, we publish in this issue, abstract of a paper presented by Mr. Lansingh before the Commercial Gas Association. This paper, while directed toward the solicitor for gas lighting, embraces preliminary facts which apply as well to problems in electric lighting.

#### CONSERVATIVE COMMERCIALISM

C. W. Lee

So long as **SELLING ELECTRICITY** was issued by the C. W. Lee Co. it was not deemed advisable to use the paper as the vehicle of Mr. Lee's personal convictions on the subject of central station commercial practice, but the new management feels that such publication is now in order and that this series of articles will be of the greatest possible benefit to the industry.

It must be acknowledged that the commercial practice of the past, upon the part of lighting and power

companies, has been undertaken with more enthusiasm than discretion.

There are, of course, notable exceptions to this statement, but the promptitude and thoroughness with which commercial activity was suspended during the financial stringency is evidence enough that previous practice was based upon false foundations.

The industry now faces a period of commercial reconstruction. Out of the ruins must be built substantial, enduring organizations, based upon the same solid principles, as guide the manufacturer and merchant.

Mr. Lee will essay to point out past errors and produce practical working plans for the future. His experience, reputation and present position entitle his series of papers to be ranked as the most authoritative expression yet published on the subject of central station commercialism.

#### OTHER PROMINENT FEATURES

Negotiations are under way looking toward the securing of other valuable features. Mr. Paul Lupke will probably continue his interesting and valuable observations.

Mr. Lambe's series of articles on soliciting will be issued through the spring months.

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#### WHY DO YOU ADVERTISE?

Most readers of **SELLING ELECTRICITY** Advertise. You spend more or less money for yourself or your company.

Why?

To interest the public in your product—to sell appliances and service.

Now the same good substantial reason actuates the advertisers in **SELLING ELECTRICITY**. They have goods for sale—goods that you can or should buy. They are putting up their good money to tell you about these goods. They will judge this magazine by the manner in which you come up to the scratch.

Remember the Golden Rule!

You expect other folk to read and profit by your ads: do as you would be done by.

And remember this: the more you, as a subscriber, support this magazine by dealing with its advertisers (and telling them where you saw the ad) the more advertising we can secure. And the more advertising we secure, the better we can make the magazine.

Get busy!



# Please Your Customers

By Permitting Us to Loan Them

## A 1900 Washer and Wringer

### THIRTY DAYS FREE

Our plan is to co-operate with electric light companies in putting out the "1900" Electric Motor Washer and Wringer. Our interests and those of the Central Station are identical. We want to sell washing machines; you want to sell current. As it takes electricity to operate our washer, every one sold in your community increases the sale of current.

Then there is another side to the "1900" proposition: Every one of our machines sold in your city helps popularize the use of electricity. Every one is a permanent advertisement for electricity in the home. This is not a theory but the actual experience of Central Stations that handle our machines. They find that every "1900" Washer they sell gets them from one to three new residence customers a year.

#### Note the Latest Feature of the "1900"

The motor operates both the washer and the wringer, thus using a fair amount of current. Write us today for full particulars about our plan to put out the "1900" Washer in your city.

---

**The  
1900 Washer Company**  
BINGHAMTON, N. Y.



In writing to advertisers, mention "Selling Electricity."



## Electric Irons Increase the Day Load

And become a source of profitable revenue if they are reliable. Otherwise you will have constant trouble and discourage your customers.

You can depend on Simplex Irons. Their construction is so simple and so perfect that they give uniformly good results, even in inexperienced hands.

**SIMPLEX-ELECTRIC-HEATING-CO**

CAMBRIDGE, MASS.

CHICAGO OFFICE: MONADNOCK BLOCK

## ELECTRIC

SUPPLIES  
TELEPHONES  
NOVELTIES

Catalog of 200 Free. If its Electric we have it. Big Catalog 4c

OHIO ELECTRIC WORKS, Cleveland, Ohio

The World's Headquarters for Dynamos, Motors, Fans, Toys,  
Batteries, Belts, Bells, Lamps, Books.

We Undersell All

Want Agents



No. 40

Ward  
Doublejoint  
Portable

McLeod, Ward & Co.

25 Thames Street,

New York City

**FILL OUT THE COUPON ON  
PAGE TWO OF THIS ISSUE**



**Central Station Managers  
and Contract Agents**

who wish to push the **electric sign** business might find it an easier task if they would set the example by installing an attractive sign for their own use. Let us show you an inexpensive way to do this. Send for catalogue and for blue print No. 100.

**HALLER SIGN WORKS**  
(Inc.)

320 S. Clinton St., Chicago

Arrangements have been completed whereby

## ***The C. W. LEE COMPANY***

will publish at the next National Electric Light Association Convention at Chicago, May 19 to 22, the second annual : : : :

## **Convention Daily**

Issued with the endorsement of the Executive Com., N.E.L.A.

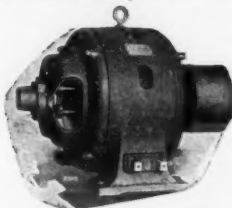
The Convention Daily of last year was one of the notable features of the Convention at Washington. This year's Daily will far overshadow the previous issue both in size and scope. It will be published in time for distribution before the opening of each of the four days' sessions. Each number will consist of 48 pages, with cover printed in several colors. Full reports of preceding day's events will be published, with official announcements, news items, abstracts of papers, etc. Our own special photographer will be on the ground. :: :: :: :: :: :: ::

**MANUFACTURERS DESIRING TO BE REPRESENTED IN THE ADVERTISING PAGES OF THE CONVENTION DAILY SHOULD RESERVE SPACE AT ONCE TO SECURE THE MOST DESIRABLE LOCATIONS.**

***The C. W. LEE COMPANY***  
**WEST STREET BUILDING, NEW YORK**

# Wagner Electric Mfg. Co.

ST. LOUIS, U. S. A.



No one in the electrical field, that is to say, no engineer or Central Station will question our statement when we say the Wagner Company manufactures more single phase power motors than all other electrical manufacturers in the United States.

This is a fact. Why?

Because the Wagner Company was the first to build these motors, making a market, where there was none before. The Wagner Company owns and controls all fundamental patents necessary to a successful single phase motor, and has the ability to make them.

7-10ths of all the Central Station Managers in the United States, generating single phase current, know Wagner motors favorably, and are using them.

We have so much faith in this motor that we will put it up against any kind of a test. We know these motors are right.

The Wagner Single Phase Motor made single phase power business possible. Understand, we say made this business possible. We made it possible for Central Station Managers to go out in their towns and build up a paying day load, and we can do the same thing for you.

Write for Bulletin No. 75-M

## I Doubled My Sign Business Last Month

While other sign companies are laying off men  
I am now running my factory both night and day

S  
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C  
C  
E  
S  
S



R  
U  
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It's all due to my recent sign proposition to electric light companies.

Let me develop the sign business in your territory.

I know how to sell signs as well as to make them.

I will build up your night load for you.

Simply send me a list of your customers who ought to have electric signs.

No expense or trouble to you. I will sell them direct.

Address me personally.

**J. L. RUSSELL**

**AMERICAN ELECTRIC SIGN CO.**

41 High St., Boston, Mass.

## Boston Renewed Lamps

Are Sold On Trial

Send at Once for Our  
Trial Proposition

**Boston  
Incandescent Lamp Co.  
Danvers, Mass.**

In writing to advertisers, mention "Selling Electricity."

**Do You  
Know It  
ALL**

**?**

**IF YOU DO, YOU ARE THE  
ONLY MAN IN THE CENTRAL  
STATION FIELD WHO DOESN'T *need*  
SELLING ELECTRICITY**

BETTER GET AMONG THE LIVE ONES BY  
SUBSCRIBING NOW—ONE DOLLAR A YEAR

**Selling  
Electricity**

FRANK B. RAE, Jr., PUBLISHER

74 CORTLANDT STREET : : : NEW YORK

**Some of the Largest Buildings in New York  
are now Renewing their Contracts with us  
for Germania Lamps for this year** 🌿 🌿



The Germania Reflector

☞ We refer to our regular line of Germania Incandescents. The greater part of our growing factory in Newark is devoted to the manufacture of the well-known Germania. It has again and again proved itself the lamp for service. It is the lamp that makes the renewal orders certain.

☞ We are the oldest Independent Lamp Company and maintain independent prices. This explains why we are able to make our lamps a little better in quality, a little lower in price. :: :: :: ::

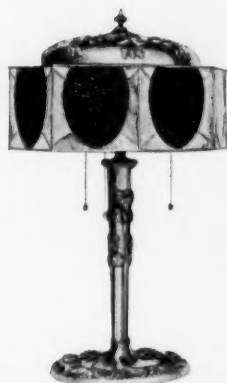
**GERMANIA  
ELECTRIC  
LAMP CO.**

420 OGDEN St.  
NEWARK,  
NEW JERSEY

Agents Wanted



## *A Midwinter Night's Dream*



HAT is the description given by one enthusiast of the above Miller Portable. The sombre black-and-white reproduction gives but the faintest suggestion of the real beauty of this lamp. The glowing opalescent shade, the uniqueness and originality of design, the perfect finish, make it a most compelling model for any central station display room.

Miller Portables are not alone the most beautiful line offered, but the most practical. The range of prices on our goods enables the central station manager to pick exactly the class of portables suitable to his requirements. Whether the lamp is listed at \$10 or \$100, if it is a Miller it is absolutely correct in design and perfect in finish.

Midwinter is the favorable season for selling portables. Try just a few. Our catalog is free.

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**EDWARD MILLER & CO.**  
MERIDEN CONNECTICUT

In writing to advertisers, mention "Selling Electricity."





# NOTHING DOING



When a central station begins to use **Fort Wayne Type K Meters** the complaint clerk may just as well hunt a new job.

Three-quarters of the kicks handled by a complaint clerk are caused by high bills, and six times out of ten the high bill is caused by an inaccurate meter. If the meters were accurate, the kicks would cease—the expense and trouble of meter-testing and repairing would cease—the public clamor against “crooked meters” would cease.

Why not try a **reliable** meter—there’s one that stands pre-eminent; the

## Fort Wayne Type K Meter

They are **reliable**. They require the minimum of inspection—practically no repairs. They are absolutely dust- and insect-proof. They are sturdy—built for **practical** service. They put the Complaint Clerk out of business.

**Bulletin 1053 contains evidence. Get it.**

## Fort Wayne Electric Works

“Wood” Systems

Fort Wayne, Indiana

In writing to advertisers, mention “Selling Electricity.”

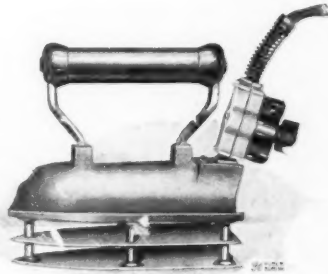
# *General Electric Company*

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## 200,000

GE flatirons  
in service  
are making  
light loads  
heavier and  
lessening the  
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The simple construction, efficient design and unique shape of these irons makes introduction easy.



Their durability and reliable operation maintains its popularity and extends their use.

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